What is claimed is:

1. A server operational expenses collecting method for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

generating customer analysis information on the basis of personal information of said user inputted from said terminal apparatus and program viewing log information about a program viewed by said user on said terminal apparatus;

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user on the basis of the generated customer analysis information;

providing said generated customer analysis information to an advertiser who practices an advertising campaign to said terminal apparatus; and

in response to the provision of said customer analysis information to said advertiser, collecting the expenses, in a predetermined amount, for the provision of said customer analysis information from said advertiser.

2. A server operational expenses collecting method for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated

253

by a user, said server

generating a second electronic program guide by
reorganizing a first electronic program guide in
accordance with the preference of said user;

generating a third electronic program guide
obtained by inserting an advertisement program into said
second electronic program guide;

in response to a command issued by said user from
said terminal apparatus via the Internet, transmitting
one of said second electronic program guide and said
third electronic program guide; and

collecting an advertisement program insertion
reject charge in a predetermined amount in accordance
with the rejection of inserting said advertisement
program from said user who requested the reception of
said second electronic program guide.

3. A server operational expenses collecting method
for a server which transmits via the Internet an
electronic program guide to a terminal apparatus operated
by a user, said server

generating a second electronic program guide by
reorganizing a first electronic program guide in
accordance with the preference of said user;

setting preset recording of a program listed in

said second electronic program guide to said terminal

apparatus via the Internet; and

in accordance with the setting of preset recording

of said program, collecting preset recording setting

expenses in a predetermined amount from said user.

4. A server operational expenses collecting method

for a server which transmits via the Internet an

electronic program guide to a terminal apparatus operated

by a user, said server

generating a second electronic program guide by

reorganizing a first electronic program guide in

accordance with the preference of said user;

generating a third electronic program guide

obtained by inserting an advertisement program into the

generated second electronic program guide;

in response to a command issued by said user from

said terminal apparatus via the Internet, setting preset

recording of a program listed in one of said second

electronic program guide and said third electronic

program guide; and

collecting an advertisement program insertion

reject charge in a predetermined amount in accordance

with the rejection of inserting said advertisement

program from said user who requested the setting of

preset recording of said program listed in said second

electronic program guide.

5. A server operational expenses collecting method

for a server which transmits via the Internet an

electronic program guide to a mobile terminal apparatus

operated by a user,

said user setting via the Internet the preset

recording of a program listed in said electronic program

guide from said mobile terminal to a remote terminal

apparatus; and

said server, in response to the setting of preset

recording of said program, collecting a predetermined

preset recording setting fee from said user.

6. A server operational expenses collecting method

for a server which transmits via the Internet an

electronic program guide to a mobile terminal apparatus

operated by a user, said server

generating a second electronic program guide by

inserting an advertisement program into a first

electronic program guide;

in response to a command issued by said user from

said mobile terminal apparatus via the Internet, setting

the preset recording of a program listed in one of said

first electronic program guide and said second electronic

program guide to a terminal apparatus; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance with the rejection of inserting said advertisement program from said user who requested the setting of preset recording of said program listed in said first electronic program guide.

7. A server operational expenses collecting method for a server which transmits via the Internet an electronic program guide to a mobile terminal apparatus operated by a user, said server

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;

generating a third electronic program guide by inserting an advertisement program into said generated second electronic program guide;

in response to a command issued by said user from said mobile terminal apparatus via the Internet, setting the preset recording of a program listed in one of said second electronic program guide and said third electronic program guide to a terminal apparatus; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance

with the rejection of inserting said advertisement

program from said user who requested the setting of

preset recording of said program listed in said second

electronic program guide.

8. A server operational expenses collecting method

for a server which transmits via the Internet an

electronic program guide to a terminal apparatus operated

by a user, said server

in response to displaying an address indicative of

a location on the Internet of program-associated

information, which is information associated with a

program listed in said electronic program guide,

collecting a predetermined address placement fee from an

advertiser who provides said program-associated

information and practices an advertisement campaign to

said terminal apparatus.

9. A server operational expenses collecting

apparatus for a server which transmits via the Internet

an electronic program guide to a terminal apparatus

operated by a user, said server

generating customer analysis information on the

basis of personal information of said user inputted from

said terminal apparatus and program viewing log

information about a program viewed by said user on said

terminal apparatus;

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user on the basis of the generated customer analysis information;

providing said generated customer analysis information to an advertiser who practices an advertising campaign to said terminal apparatus; and

in response to the provision of said customer analysis information to said advertiser, collecting the expenses, in a predetermined amount, for the provision of said customer analysis information from said advertiser.

10. A server operational expenses collecting apparatus for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;

generating a third electronic program guide obtained by inserting an advertisement program into said second electronic program guide;

in response to a command issued by said user from said terminal apparatus via the Internet, transmitting

259

one of said second electronic program guide and said third electronic program guide; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance with the rejection of inserting said advertisement program from said user who requested the reception of said second electronic program guide.

11. A server operational expenses collecting apparatus for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

generating a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user;

setting preset recording of a program listed in said second electronic program guide to said terminal apparatus via the Internet; and

in accordance with the setting of preset recording of said program, collecting preset recording setting expenses in a predetermined amount from said user.

12. A server operational expenses collecting apparatus for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user, said server

generating a second electronic program guide by
reorganizing a first electronic program guide in
accordance with the preference of said user;

generating a third electronic program guide
obtained by inserting an advertisement program into the
generated second electronic program guide;

in response to a command issued by said user from
said terminal apparatus via the Internet, setting preset
recording of a program listed in one of said second
electronic program guide and said third electronic
program guide; and

collecting an advertisement program insertion
reject charge in a predetermined amount in accordance
with the rejection of inserting said advertisement
program from said user who requested the setting of
preset recording of said program listed in said second
electronic program guide.

13. A server operational expenses collecting
apparatus for a server which transmits via the Internet
an electronic program guide to a mobile terminal
apparatus operated by a user,

said user setting via the Internet the preset
recording of a program listed in said electronic program
guide from said mobile terminal to a remote terminal

261

apparatus; and

said server, in response to the setting of preset recording of said program, collecting a predetermined preset recording setting fee from said user.

14. A server operational expenses collecting apparatus for a server which transmits via the Internet an electronic program guide to a mobile terminal apparatus operated by a user, said server

generating a second electronic program guide by inserting an advertisement program into a first electronic program guide;

in response to a command issued by said user from said mobile terminal apparatus via the Internet, setting the preset recording of a program listed in one of said first electronic program guide and said second electronic program guide to a terminal apparatus; and

collecting an advertisement program insertion reject charge in a predetermined amount in accordance with the rejection of inserting said advertisement program from said user who requested the setting of preset recording of said program listed in said first electronic program guide.

15. A server operational expenses collecting apparatus for a server which transmits via the Internet

262

an electronic program guide to a mobile terminal

apparatus operated by a user, said server

generating a second electronic program guide by

reorganizing a first electronic program guide in

accordance with the preference of said user;

generating a third electronic program guide by

inserting an advertisement program into said generated

second electronic program guide;

in response to a command issued by said user from

said mobile terminal apparatus via the Internet, setting

the preset recording of a program listed in one of said

second electronic program guide and said third electronic

program guide to a terminal apparatus; and

collecting an advertisement program insertion

reject charge in a predetermined amount in accordance

with the rejection of inserting said advertisement

program from said user who requested the setting of

preset recording of said program listed in said second

electronic program guide.

16. A server operational expenses collecting

apparatus for a server which transmits via the Internet

an electronic program guide to a terminal apparatus

operated by a user, said server

in response to displaying an address indicative of

a location on the Internet of program-associated

information, which is information associated with a

program listed in said electronic program guide,

collecting a predetermined address placement fee from an

advertiser who provides said program-associated

information and practices an advertisement campaign to

said terminal apparatus.